

# MMH

## Mastering Men's Health at 40 and Beyond

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### Objectives

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- Discuss a new mindset and approach to health and fitness at the Master's age of 40 and beyond.
- Implement screening and assessment for a new positive outcome.
- Define the best shape of your client's life and Master a course of action to remain injury free.
- Profile pre existing injuries and how they will impact the future of fitness expectations.
- Engage in a goal setting strategy that will last.
- Discover that communication is the key for the Master's Age Man.
- Build a new foundation with Nutrition, Form, Intensity, Power, Control, Consistency, Discipline, Nutrition, Rest, and Release.

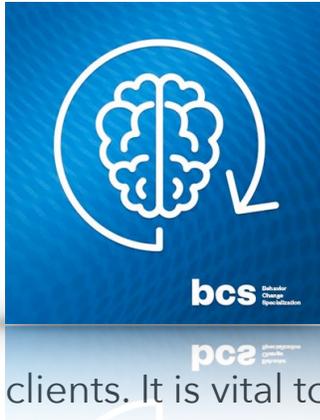
MMH  
VISION  
FOREVER STARTS  
NOW

# Mastering Men's Health

## at 40 and beyond

This course guide is designed to take the existing information you have and most effectively put it into application for your male clients over the age of 40. Now that you have been certified in your specific field there is vital importance in knowing that your knowledge, specialty and approach applies differently to each of your clients, and does not have a one size fits all approach. Training techniques have been created, studied, accredited and approved. This does not mean that all training techniques are for everyone. Each one of your clients will be different. Versions of your techniques will need to be applied to each respective client's needs. Some may be very similar in their needs but the approach you design for them will be completely unique for their particular body. Each client and their body type is one of a kind. Their history, specific needs, and most importantly, pre existing injuries will play a key role for the future of their good health- that is in *YOUR* control. Take the time in your initial meeting with them to really dig into their workout and injury history. It's very easy to do a quick personal assessment and base the beginning of their program on their motivations alone. This is a common mistake and can possibly lead to a very quick injury and a very short lived training relationship.

There are many things that lead to a client falling away from their commitment to you. Lack of motivation, busy work schedules, lack of interest, increased financial obligation, but the killer of all is *injury*. This must be placed at the top of your list with this program. Our goal is to discover the most efficient way to get your clients of the Master's age in the best shape of their lives, but that can only happen if they remain *Injury Free*.



As a Certified  
NASM Behavior Change Specialist  
I will refer to several BCS teaching methods  
throughout this course.

This study is designed to journey through the MMH techniques that apply to your Master's age clients. It is vital to build your program from the ground up following closely to the NASM *Optimum Performance Training Model*- An integrated approach to personal fitness training that ensures training, and the progression of training programs, are based on the client, the client's environment, and the functions the client has to perform in that environment. Implementation of the OPT model requires that each client be addressed differently and that exercises be provided in a way that will get the client quickly and safely moving toward the goal. As I mentioned, The OPT model emphasizes the need to move away from a "cookie cutter" or "one size fits all" approach to working with the each individual; and instead focus on multiple aspects that will support the client's unique journey to goal attainment.

As you have already discovered, or certainly will discover with your new clients, there is a clear need to provide a systematic method for screening a client's behavior, personality influences, and readiness to change. Learning to know the client on these levels will allow you to select guided self-help interventions that match the individual, rather than forcing the client to adapt to the desired motivation and change that you are ultimately trying to achieve together.



## COURSE GUIDE: INTRODUCTION

Essentials for building a new foundation.  
Healthy Body - Healthy Mind  
Learning to *Apply* the Truth is the goal.

ASSESSMENT, DEFINING GOOD HEALTH, NUTRITION, INTERIOR  
PHYSICAL CONDITIONING, ISOLATION TRAINING, MOTIVATION,  
POWER, CONTROL, DISCIPLINE, ENDURANCE,  
SYMMETRY & DEVELOPMENT, REST, ACTION, RELEASE

In the following fourteen chapters you will go over the specifics of each *MMH* technique for your Master's age clients in greater detail than what is required by your general certification. Specifically, we will go over how these changes begin to affect the aging male body over 40. Learning to apply these needs to training programs will effectively alter your approach and ultimately your positive end results. Please know that this information is not designed to challenge any particular training method. It is designed to take all training methods and tweak them as you apply them to individuals at different age levels, in order to gain maximum results while avoiding injury. The mature body is not as forgiving as it once was in our earlier years. We can no longer afford the risk of training improperly with good techniques for the wrong individual. Sometimes our motivations do get the best of us and push us prematurely into an exercise that may have too much resistance or intensity for the skill level of our clients. At 40 and beyond, the approach has to be absolutely perfect. We can no longer squeeze by with a margin of error that youth once could overcome. Getting clients in the best shape of their lives now becomes subjective to the age their decade assigns them.



## ASSESSMENT

### Behaviors, Emotions, Cognition

I can't express enough how important a properly detailed initial assessment is. Take the time to sit and explore every detail of your clients physical and mental condition, past and present. It may feel a bit intrusive, but you must find out every detail of pre existing injuries and limitations. These will play the most important role in remaining consistent in your training program that you establish with your clients. Injury is a defining factor in the delay or permanent end to your relationship. It is your number one duty, even greater than the physical transformation you can offer anyone, to put their safety as your top priority. Make your first effort to really learn how your client lives, thinks, and feels. This will be the beginning of your intervention for the successful promotion of long lasting healthy behavior.

Creating and keeping a written journal of every aspect of their life, past and present, will affect their journey to success and avoid the life barriers along the way. Journal all the sports they played. Whether they had an injury or no injury. Research that specific sport and find the most common injuries. Put that in the back of your head and avoid greater intensity with certain exercises that are known to aggravate those types of injuries, especially if they did have a specific injury. Avoid certain exercises all together if there is a slight chance for the recurrence of an injury. Look for effective exercises that are used in physical therapy to incorporate for injuries that did happen or that are common to their sport. Results will come overtime with consistency and increased intensity. You can guarantee them that. But the truth is it does take *Time*. Reassure your clients that if they want to get in the best shape of their lives and stay there- it takes time. There are no quick fixes that will last.

Perform a detailed body composition analysis. In addition to a standard body fat test, make sure to explain in detail what body fat is and how it is stored. Take more time to educate clients on body fat composition and what it takes to gain and loose fat. Really educate on how fat is stored and how increasing lean muscle burns calories more quickly and efficiently. There will be more effectiveness in a long term mental approach to fat control.

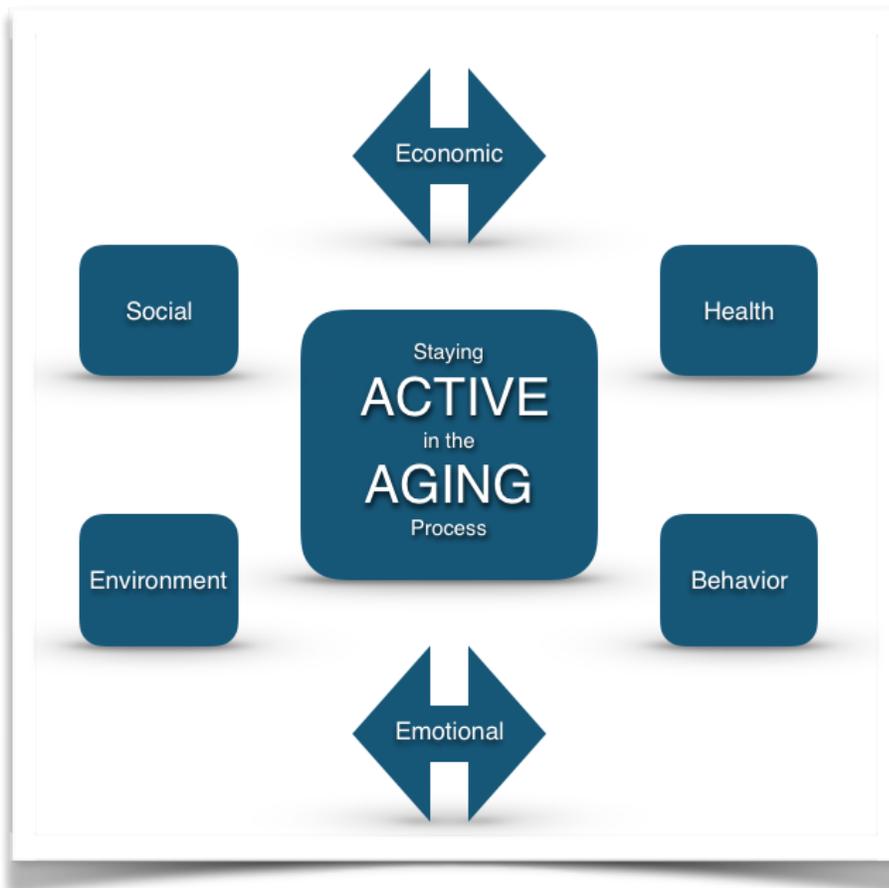
Posture is so important in avoiding injury as it is with lean muscle building. Spend extra time going over posture and what is happening with their body that leads directly to their posture. Give detailed examples of incorporating certain exercises, stretches, or rehabilitation therapy to help improve posture. Explain why it's important to start any new exercise program with a healthy properly aligned foundation.

Take the time to establish knowledge as a goal, as well as the positive change in physical appearance that is expected during your time together. Evaluate your client on their mental health and knowledge of fitness and nutrition. This will give you a greater understanding to their approach for all the previous years that have lead to their current physical state. This will also give you a chance to really set their expectations on a realistic time frame for results.

Educate your client on muscle growth and proper training techniques. This will also give you a chance to see how you can motivate your clients and give them the confidence to meet their expectations. Really explore the benefits of finding the proper balance of results and approach by giving a solid commitment to a certain length of time.

As you begin your journey of commitment with your client you will immediately begin to experience the most common negative issues in coaching: *Ambivalence, Inconsistent or Incomplete Behavior Change, Difficulty with Self-Reflection.*

MMH TABLE 7-1



*Staying Active in the Aging Process* is the main goal with every relationship you will begin. There are many common factors that you will need to learn about your client as you both develop a plan to get in the best shape of their lives and stay there.

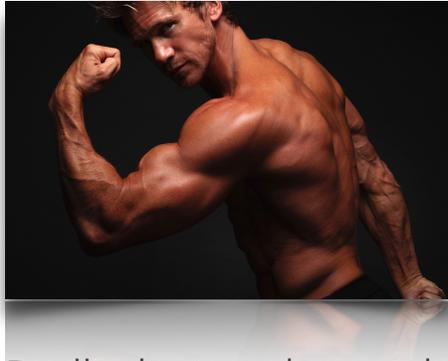
Economic, health, behavioral, emotional, environmental, and social issues are the life influencers that will be the deciding factors to stay on the road to success.

As we all move through the fast paced world striving to get ahead the most common source for delay in results you will find is *Competing Commitments*: Unseen or unacknowledged commitments may sometimes make goal attainment less likely.

These “competing commitments” work against the desired commitment of the client. Refer to the chart MMH 7:1 to discuss in detail with your clients the good, the bad, and the ugly to dig deep to discover their competing commitments with their economic, health, behavioral, emotional, environmental, and social relationships respectively. You will learn, and so will your clients, the strengths and weakness of each as it pertains to their success in improving the consistency of support, and unhealthy distraction, as they strive to plan out a future for their health and fitness goals.

NASM BCS teaches the process for surfacing and working on these challenges or competing commitments is called *Immunity to Change (ITC)*. This technique was developed at Harvard University and is recommended by certified ITC professionals that you work with your client to fill out a written list that identifies both an aspirational commitment (the desired change) and a competing commitment (a commitment that keeps the change from happening.) Working through this list with your client , it will allow them to better understand what is keeping him from making the desired change. Begin to test the validity of these assumptions, and eventually eliminate the concepts that have been keeping the client from making the desired change.

Nothing positive will ever happen without consistency. Educate them on the vital importance of a consistent healthy mental approach; knowing that every person’s body type is different and that you will explore the path to get them in the best shape of their lives for them specifically and *individually* for the age they are NOW.



## DEFINING GOOD HEALTH

What is it? How do we define it? Going to the gym doesn't give you a healthy body.

At 40 and beyond it's a totally new and different definition than ever before.

Really dig into the psyche of your clients and start by opening a conversation that is personalized built around safety and trust.

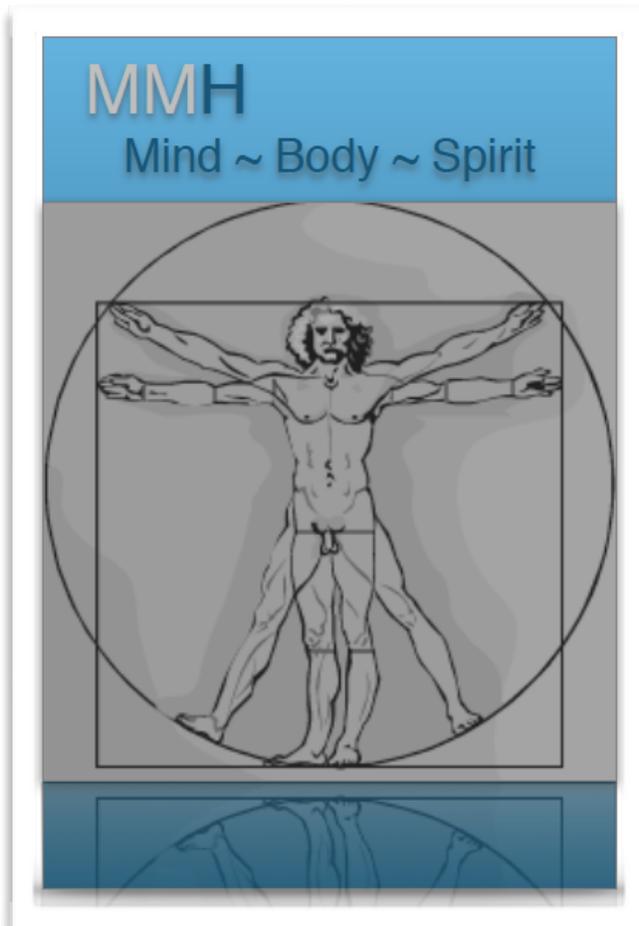
Ask them a series of basic questions like "Can you bend over and grab your keys? Can you sling a suit case into your trunk? Can you run and grab a child that falls? If your dog gets off the leash can you run him down before he gets hit by a car? These are basic life requirements that many men can't do without hurting their back, knees, or shoulders.

You can go to the gym and workout all you want. Going to the gym and pushing around heavy weight does not make you healthy. If you don't start with a solid healthy foundation you will never get the results you are seeking. If you discover that your clients have a nagging or a pre-existing injury that flares up easily, encourage them to go to a specialist and get THERAPY.

Rely heavily on knowing your *scope of practice* and when to make a solid judgement call on referring a client to the appropriate wellness specialist or professional. Pushing through an injury will only add to the injury. That is a fact. You will never be in the best shape of your life if the *basis* of good health is not in place. NEVER! Find out what is going on with your client's body, their injuries, and recommend that they **Heal**. They must take the time to heal. The rest of their life deserves it. Their active future with their kids, grandkids or even gym buddies deserve it!

Once you identify what these injuries are, and get on the right path to a stable healing solution, then and only then, can they truly move forward to the best shape of their life.

You will definitely run into your clients claiming these all too familiar statements:



"Well, that may take a whole lot of time.. That may take many months of doctor and therapy visits.. That may take me out of the gym for way too long.." Emphatically say, "It will be worth it! Otherwise you will look up five years from now with the same nagging problems and the same old stories of how hard you work and you still look like the same old guy in the mirror. Healing is a very small detour that will open the door to the greatest journey you have ever been on *physically*. **TRUST ME!** It will be worth it. The rest of your life is worth it!"

Ask them conversationally: "What does **your** perfect physical shape look like? What is **your** true goal? Are you a competitor in a particular sport? Are you going to break into Cross Fit competitions? Do you want to be in your best physical shape inside and out-short of becoming a competitive body builder, unless that is your ultimate goal?"

Before you begin to identify what physical shape you are hoping to achieve with your client, they must accept and understand the truth about individual body types and genetics.

It is almost impossible to expect the same results and physical appearance as another person. Although it is motivating to say we want to look like someone else and be in the kind of shape they are in; but to expect to look like them is a huge and very common error. We need to take *who* and *what* motivates them and use that as *part* of the driving force that will help clients reach the best "them" possible. Keep their focus on looking like the best "**YOU**" possible and that will allow you to set and reach realistic goals for them. Over the years we have all read a ton of magazines and books that have helped us understand how muscles work, how they grow, how to tear them down and build them back up again. Over time, we all have taken that information and shaved off the edges and molded it into what our motivations have allowed, and we have skewed that information overtime to fit our personal motivations. Without you as their trainer that misinformation is all they have.

Another NASM Behavior Change Specialization technique that will be vital in your journey with your client from the very beginning is **Effective Goal Setting**. Within goal-setting processes, three types of goals have been identified: *Outcome, performance, and process goals*. In sport, an outcome goal is usually about winning. However, in exercise settings, an outcome goal is usually seen as the end result of some behavior, rather than winning or losing.

A performance goal specifies end products of performance, but is usually expressed in terms of personal achievement.

Finally, a process goal specifies the processes the individual wants to engage to perform in a *satisfactory* manner (however that is defined by them).

Overall, outcome goals are a good idea, but they should not be the main focus of a wellness or fitness program because they are out of an individual's control. Rather, the focus should be on performance and process goals, as these are under the person's control and help them reach the outcome goals.

NASM TABLE 4-1

GOAL	DESCRIPTION	EXAMPLES
Outcome	Goals that relate to winning or losing, typically against an	Came in first at the LA Marathon
Performance	The end product of, performance, usually expressed in terms of	Achieve personal best running time at the LA Marathon
Process	The process the individual wants to engage to perform in a satisfactory manor	Keep a consistent pace during the LA Marathon

By definition, a goal is something that an individual is trying to accomplish; it is the object or aim of an action. For example, in most goal-setting studies, the term "goal" refers to attaining a specific level of proficiency on a task, usually within a specified time limit. This definition means that people can quantitatively measure whether they reached their goal, which makes the goal objective (based on facts), rather than subjective (based on opinion). Different aspects of goal setting have been tested, such as short versus long-term goals), goal difficulty (hard, moderate, and easy goals), goal commitment, and goal type (outcome, performance, and process goals).

Research over the past 50 years clearly shows that in approximately 90% of the studies, specific and difficult goals lead to higher levels of task performance, than easy goals, no goals, or “do your best” goals.

Anticipating problems and understanding how to avoid them are major components of effective goal setting. The three most common types of *Goal Related Challenges* you will run into are: Failing to set specific goals, setting too many goals too soon, failing to adjust goals, and the most frequent problem that people in sport and exercise have is failing to set specific goals.

There is nothing mysterious about why goal setting works. One of the most consistent findings from goal-setting studies is that specific goals produce higher levels of task performance than no goals or general “do your best” goals.

Several reviews of literature have come to the overwhelming conclusion that specific goals consistently enhance performance. Ultimately, studies have shown that matching the goals to the needs and specific stage of the client will increase the probability that the individual will successfully adopt and maintain regular exercise and dietary changes. Setting goals that are appropriate to the stage that a client is currently in will help the client better negotiate that stage as well as eventually move forward to the next stage. Refer to the *NASM STAGES MODEL 1* on page 28.

In conclusion, your client’s best chance for successful goal setting will happen if you lead them to set specific, realistic, challenging, process and performance goals, and *together* you will see results that last.

MMH

NUTRITION  
THE TRUTH

## The Truth About Nutrition

To build a new solid healthy foundation, we will start our journey to success through consistency... and a life changing healthy *DIET!*

From this day forward there can never be anything in your client's diet that will add to temptation, weakness, and complaints about how lean they ARE NOT! It's too difficult to try to maintain a consistently healthy diet when you have food temptations staring at you in the face everyday. Have them start by opening their cabinets and getting rid of the temptation and junk. If they truly care about wanting to look their best they won't even keep that junk in their house. Because yes, we are all human and at times temptation will overcome us. The truth is, bad food does taste good. Very good. Too good. Bad food is not only ruining your client's physical appearance, they are tearing them apart on the inside. From this point forward we will only put the healthiest types of food into our bodies. We will live by them and eventually start to crave them. The biggest problem men face with diets of any kind is **Portion Control. It is a killer!** At the end of the day every diet comes down to calorie intake. There has to be the right balance of carbohydrates, sugars, and proteins in every single diet that has ever existed. **One** truth remains consistent with all of them: If you don't burn more calories than you take in, then the rest will be stored as fat. So many men go on "Healthy" diets and then over eat on "Healthy" food. Portion control is the key. Small meals throughout the day keeps your energy levels stable and your metabolism churning on high. They will never look the way they hope by going from diet to diet. Convince your clients to make a life change! Choose a healthy and lean lifestyle and live by it *Forever.*

So many men skip a meal and think that they are cutting calories from their diet, and then they lie to themselves and eat a double portion of their next meal because they are starving. They think because it's a "healthy" meal it is ok. IT'S NOT. Eating a double portion of anything is not good for you. It destroys your insulin levels, slows digestion, causes fatigue and an extreme lack of motivation.

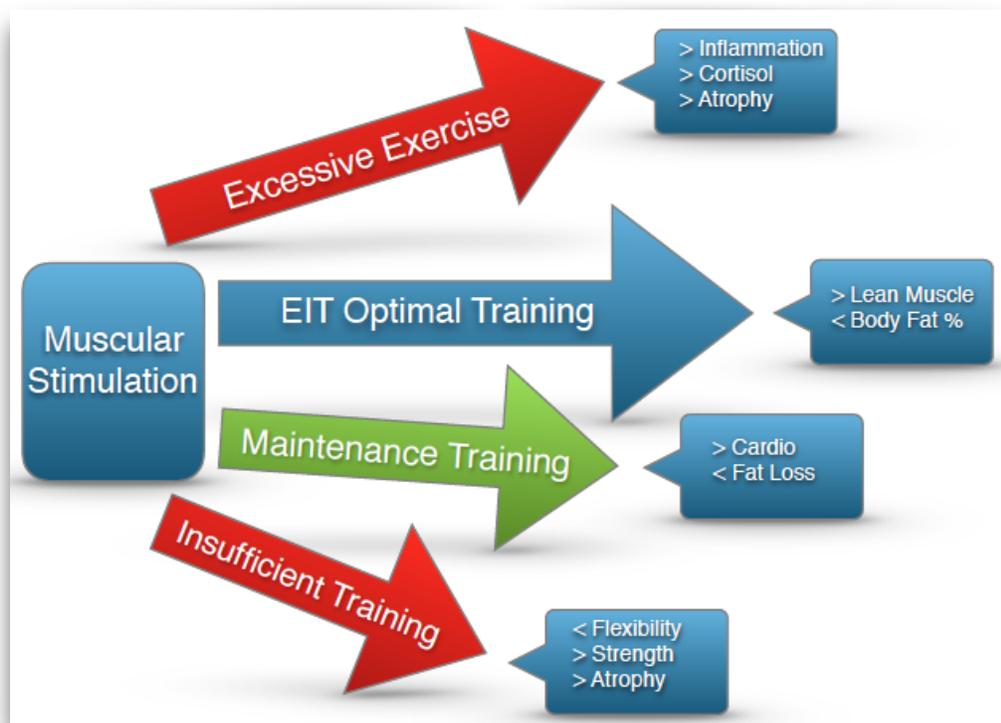
Skipping meals only leads to cheating with "healthy snacks" or overeating on "healthy foods" with your next meal. Create a permanent portion control system in your client's diet or they will never stay at their desired weight or body fat percentage... NEVER! They need to find a system that works with multiple small meals and stay on it. NO MORE DIETS. Smaller, balanced, portioned, and controlled meals will change your client's life and keep them physically and emotionally balanced and they will never feel the need to cheat after their diet ends.

There are so many factors that go into a man's diet over the age of 40 that don't exist for younger men. This is the part of training when your behavior change techniques will be at their greatest need to encourage your clients to *Choose to Eat Right*. We are all going to age. It is the greatest truth in the world. We don't want to speed the process with a poor diet, especially when we are all trying to slow it down. You must help them discover why it's more important than ever, to get their diet and exercise consistent and under control.

At 40 and beyond we don't have as much **testosterone** to fuel our bodies to burn calories as we once did. Our bodies don't process sugars the same and we are all very susceptible to **mature diabetes**. We must begin to eat right because our bodies are starting to store fat in new and different ways. Even too much cardio for too long of a duration can cause damage. Our bodies translate that wear on our joints and muscles as atrophy and go into involuntary salvage mode

and release higher levels of the stress hormone **cortisol** triggering our bodies to preserve fat in our midsection. Our bodies don't know we are on a treadmill for 60 minutes. It thinks we are at prison camp slinging rocks. It goes into "preserve mode" so we won't starve. Over extended cardio also releases higher levels of **free radicals** that damage cells in our bodies causing an increased amount of **chronic inflammation**. These all increase the aging process and lead to a huge number of **serious diseases** in men over 40. This is why **Extreme Intensity Training (EIT)** is optimal and so much more effective to burn fat and increase lean muscle growth. Finding a direction to engage in the safest form of resistance training will give your clients a life long satisfaction of staying in the best shape of their lives. There is a very specific and narrow science to the approach. Refer to **MMH TABLE 17:1** for explanation specifics in a simple directional structure.

MMH TABLE 16-1



*"The truth is hard to process but we must stand strong and face it."*

For men over 40, **testosterone** and **growth hormone** production have slowed almost to a stop over the last decade of their lives. For some men who don't exercise, it's almost non-existent. In order to naturally reverse the aging process, we must stimulate the release of those youth-enhancing hormones once again that will assist in burning off the increased amount of fat that is attacking our mid sections. Encourage your clients to have discipline in their diets and begin a consistent training program that heads in a direction toward the optimal Extreme Intensity Training method (*EIT*). Encourage your clients to choose *ORGANIC* everything from this point forward. High carb, high sugar, hi sodium, hi cholesterol foods are the ENEMY. No more hormones, fillers, GMO's, high fructose corn syrup, processed or fried foods. Have them commit to starting their day with a healthy, high fiber, high protein, pro biotic meal; and be disciplined with multiple small portion meals throughout the day. Remind them not to eat late in the evening when their metabolism is at its slowest. Clean calorie food is our goal. If we spend time perfecting our method to tear the muscle down, we have to fill it up with clean calorie, high protein foods and supplements.

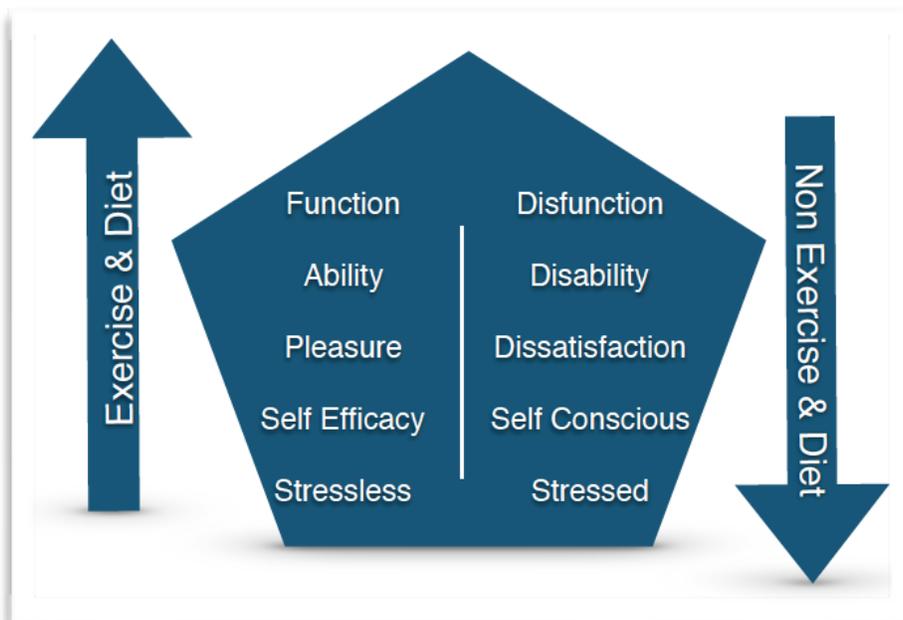
I have always believed in a low carb, high protein diet. Explain the importance of the following for your mature clients who are getting in great shape and seeking solid lean muscle gain: You must try to maintain a 2000 calorie diet **Low** in carbs and **High** in protein. If you are trying to maintain your lean muscle weight or attempt any muscle gains you need to consume your body weight in grams of protein per day. For muscle gains you must **Increase** your calorie intake by another 500-1000 calories per day depending on your body type. That is a standard to live by. Lean muscle needs protein! Identifying with your client exactly what body type they have (metabolism, oxidation rate, genetics) will lead to a more realistic expectation of their fitness and nutrition goals.



## INTERIOR PHYSICAL CONDITIONING (Exercise & Diet)

None of what we have discussed is even possible or will ever be within your client's grasp if we don't change the way we approach and treat our inner physical conditioning. Your clients must Master their *Exercise & Diet* as a whole. This starts with anything and everything your clients put into their bodies.

MMH TABLE 18-1



“Every person I have ever met that continuously try to target weight loss, or gain control of their weight, all do the same thing: They fail to give equality to their Exercise & Diet”

They destroy themselves with crash diets and eventually go back to over eating. And yes, once again, you can still over eat on “good, healthy, organic, gluten free, low calorie, low fat foods.” *MMH TABLE 19-1* is a good reference to the very obvious effects of an increase in exercise and healthy diet and the adverse affects of non exercise and a non healthy diet.

You must help your clients re-learn how to eat, why they eat, and what amount to eat. Make this a way of life. FOREVER! No more crazy starvation crash diets. No more “BS-ing” with the foods they eat by tweaking the actual amounts to fit in their daily calorie counter app. Always put effort into speaking to your clients conversationally because it speaks the best common language. It’s personal. But there also comes a point when you have to speak the hard truth to your clients. If it’s delivered with trust and honesty is established, this will be the most effective way to truly get their attention by saying: “If you want results, and not what you continue to see in the mirror and complain internally about, then make a new commitment to YOURSELF. Not to me, not to your wife, who you’re dating, or your gym buddies. You are the one you need to stop fooling. Your way is not getting the results you want. **You need to change YOU!”**

Let’s be honest with ourselves, there has to be a fair realistic balance. We can’t all go through life starving and missing out on the beauty and enjoyment of delicious foods, experiencing mental battles every single day wishing and dreaming and lusting over food. It’s not realistic or healthy. The good news is that the more intense and consistent you train, your body will crave those cheat foods less. Your clients will involuntarily begin to crave what will best fuel their body throughout the day, throughout their pre and post training, and their recovery and rest modes.

As I previously mentioned, at the end of the day it really comes down to simple calorie totals. Absolutely there is a need for the balance of protein, carbs, sugars, and fat. Usually in that specific order of importance. Without going into dietary nutrition 101, by using the simple theory of *Portion Control*, and the *Discipline of Portion Control*, your clients can and will maintain true consistency in their diet.

Over the age of 40, life wouldn't be as enjoyable if we were to be too strict and never enjoy the beauty of good foods by practicing starvation and avoidance. We must program our client's brains not to continue to eat everything on their plates and then go back for more. I'm not talking about body builders or extreme athletes that require 200 grams of protein and 7000 calories to function and survive in their particular disciplined sport. I'm talking about you, me and your clients! All of us who want to be fit and healthy and maintain a good healthy amount of lean muscle mass and moderately low body fat. All of our diets will be different. Very different. It is vitally important you remember that and help your clients to remember that as well. It is impossible to compare and expect the same results and path of another person's diet. It just doesn't work that way.

There are two types of eaters I refer to as: "eat until satisfied, or start to finish eaters." Start to finish eaters are the most common. Especially in men who can't keep their desired body fat or weight consistently under control. They start eating and don't stop until everything is gone. We need to shift to become "eat until satisfied" eaters. They need to learn to stop eating once they aren't hungry anymore. Yes, we all could still eat more but we must stop when the initial hunger is gone. This in return, will create a habit of always leaving food on the plate.

Your clients have to learn what each of them need for the goal they are trying to reach and stick to their calorie count and protein count for the day. Drill it into their heads: "STOP eating everything on your plate! This doesn't mean stop eating everything. Eat what you like within reason. But stop eating everything in front of you until it is gone".

Have your clients practice the discipline of always leaving a small portion behind on the plate. They should know where their calorie limit is and the amount of food they should be eating and stop there. Again tell them: "Don't eat until you are full. Eat until the hunger is gone. Done!" Think of this method and compare it to crash diets and starvation. This way they are eating *all the foods they want...* **NOT** *all the food they want*. Understand the difference? They won't run the risk of going crazy in the process and then as soon as the crash diet is finished, they run the risk of gorging on the foods they craved and missed. Then like always, gaining all the temporary weight they lost right back and then some.

If you want to help your clients to stay healthy and in good shape for the rest of their lives, then you have to get their **approach** under control and get rid of the crash diets and fasting. I know this sounds repetitive but it must become repetitive to your clients. Their body needs consistency. It can't handle the repeat cycle of weight gain and weight loss. It's just not healthy. Their ultimate goal of being healthy year round will never be met. Give them a reminder of that fact. Have your client **Look in the mirror, Again!**

Stop the distraction of busy work with all the diet apps, and journals. Keeping track of your client's progress, and allowing them to fill their time with inaccurate tracking information, are two completely and separate things. It is great and motivating to track results. But don't let too much of that get in the way of getting them off their couch and putting that time to better use with being active.



## ISOLATION TRAINING

For maximum growth and development  
**MOMENTUM IS THE ENEMY.**

How are you going to teach your clients to achieve any muscle gains when the most common workout error by trainers is continuing to let perfect form slide and allow clients to get away with having tension on the muscle a small portion of the movement? Unless you are training them for a particular sport and must gain overall body strength, then using momentum will only slow their development process and ***add major risk for injury.***

Enforce the strict method of training, that if the muscle isn't controlling and stabilizing the weight during the movement, then the joints and tendons are. You must teach your "Masters" clients that at their age, momentum is one of the worst things to increase the chance for injury. It may be the popular trend and many trainers will stand behind it. But unless you are an expert athlete, and under direct supervision of a professional trainer in that scope of practice that requires momentum assisted movements, the risk is too high for a training method that will not guarantee you safe results as compared to isolation training.

Taking momentum out of the equation will be a major set back for many of you as far as the amount of weight your clients are lifting. ***You must accept that and willingly take a small step backward to take any measurable steps forward.*** Re-approach your workout by incorporating proper form by isolating the muscle group so you are actually challenging that muscle for growth and you will see greater gains beyond any plateau you have ever hit with your clients.

Your client will only “break through” if you allow the intended muscle to do the work. This goes for every muscle group in your client’s entire body. Begin a workout routine that incorporates every muscle group in your client’s body with the same developmental goals in mind. Symmetry is art. Symmetrical development is the goal. Symmetry is the only way to that *Atlas* we all have within us.

Many men lack development. Plain and simple. They do not have a symmetrical build because they never trained that way from the beginning. They push around heavy weight and may have one or two impressive muscle groups but turn around and have a concave back. They have a descent lateral head on the tricep but have no depth or mass to the long head of their arm. The most common thing you see- are built guys with skinny legs. *Or an extreme lack of development in their lower body.*

**Legs are the key to overall body growth.** They are the source of power and hold the most effective releasing capability of natural testosterone in the entire body. If you want effective size and strength gains for your clients, you must encourage and find the discipline within them to train their legs.

It’s a long hard process but the reward is **immeasurable**. Training legs properly with perfect form (full range of motion free of momentum) you will also start to see your client’s mid section strengthen and their back get stronger than ever before by default. Our goal is not to lift crazy heavy weight. We will listen to our client’s bodies and only then will we know when it is safe to move forward with any weight increase. Legs are the key to overall strength.

L -E -G -S.. Say it! Let it sink into your core! Literally have them repeat and chant it with you.

Explain to them that over time they will experience incredible changes in their body as they strengthen and develop their legs.

***Controlled, isolated movements, driven by power and control.*** This is the key to safe development and gains for all muscle groups. Do not allow them to cheat themselves with a hand assist, just to lift way too much weight that their legs aren't strong enough to do yet.

Speak to them in a conversational way like your talking to one of your college buddies and stress *"the amount of weight you are lifting isn't nearly as important as the proper form.* The weight increases will come and so will the development and strength. Trust the proper system. You will look better and stay healthier than you ever have before."

What is the number one body part that is mentioned in editorials every year? The one area that men of all ages complain about and struggle with and desire more than any other body part?

***ABS! Abs are the core.. The center.. The nucleus of it all. Everything we do comes down to the shape of our mid section.***

I am a huge believer in a strong developed mid section. Not only for the visual benefit, but for overall balanced health. Preach to your clients: "You must begin to treat your abs and midsection with the attention it deserves."

You must train their abs as a major muscle group. It is the number one problem area. The number one most desirable for improvement. Yet, it is also the number one neglected area. The truth is... Abs are hard. It takes an extreme amount of effort. But the reward goes way beyond looking good with your shirt off.

The number one reason for bad backs in the majority of men isn't injury. It's a big, heavy, weak midsection. The human body is balanced from the front and the back. Both sets of muscles are required to achieve balance. If the ab section continuously gets weaker, more strain will move to the back. If you want to help relieve your client's constant nagging back pain then **strengthen their abs!**

Lower abs are the hardest to develop, have the largest concentration of fat and contain the smallest amount of development. There are 8 abs on the human body and you need to walk your client through how to train all eight and specifically the lower region.

Everything you do for your abs must incorporate and revolve around doing isolated knee and leg lifts. If you want to target the biggest problem area- and that is the lower abs, then you have to train specifically to target that area. Almost everything you already do for your clients work the upper abs mostly. You will work the uppers plenty enough in the process. There is no need to only do the exercises that are the easiest and least effective for overall ab strengthening. Knee lifts and leg lifts are a must. Training them properly will be hard, it will challenge them, it will not be fun or enjoyable (in the beginning), but the results will come and the enjoyment will soon follow.

Overall symmetry ultimately comes right down to the center! You will learn to make your client's midsection shift toward priority #1 and they will love you for it. So will every envious person that catches a glimpse of your client's new tighter stomach.



## MOTIVATION

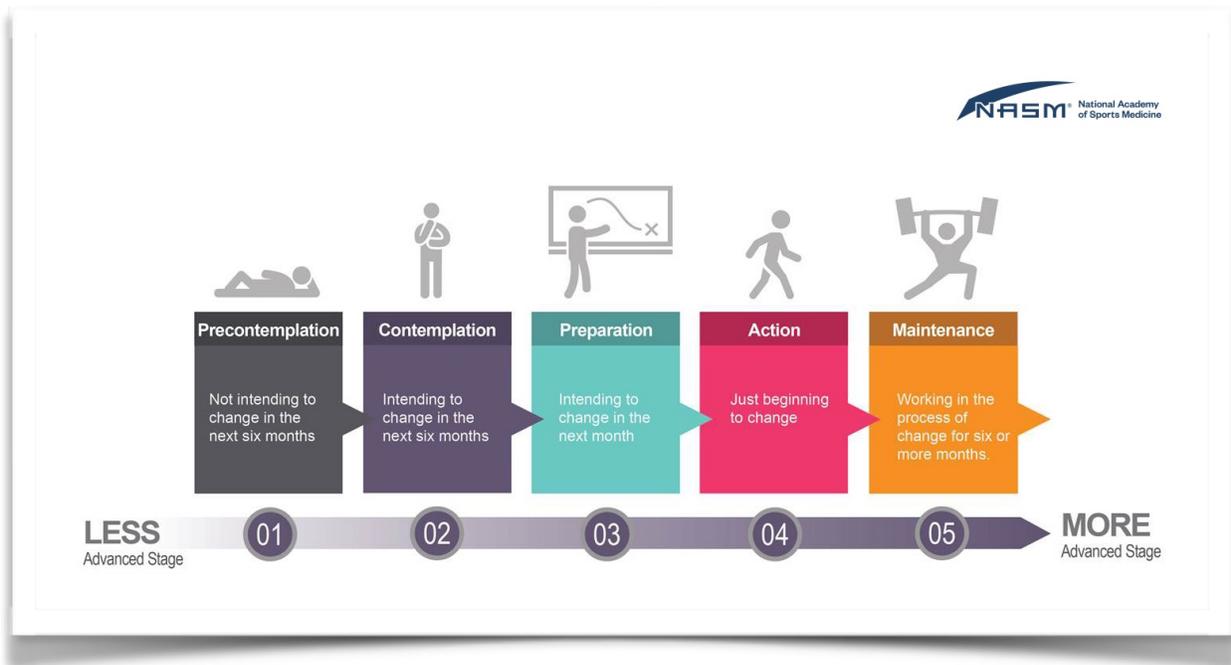
There are a lot of men out there that this whole “life approach” won’t apply to. It is a foreign language to them. They aren’t seeking this. They aren’t on a path to discover how to tap into their own personal best natural resource. *YOUR* clients are the ones who are seeking change. *YOU* are making a commitment **with** them and **to** them.

Continually strive to be someone who honors the part of the [APA Ethics Code](#) called the [General Principles](#): Committing, as best as possible, to do good, to do no harm, to respect others, and to treat all individuals honestly and fairly. You must operate on the highest standard of professional practice and ethics, with a positive and trusting customer service attitude. This will create a successful, long lasting professional relationship. The Askoy study has proven that in business, higher customer satisfaction will lead to higher profit. You are your best opportunity for a successful financial future.

Your clients are the ones seeking help but they will wind up like the rest of all men, unless you educate your clients and help *motivate* them. They are your project. Your creation. You will change their lives. This information is for the men who want it. Want is badly, deep down within their soul, but have never found the knowledge, the drive, the time, the discipline or the motivation to do it. All of that will be lead largely by you. This approach is for the men who are actually doing everything they “think” they know how to do, but it’s not quite right and they just never learned properly the most efficient way to train for lasting results. This is for the men who spend all of their time who “think” they are doing everything right.

Deep down inside we all know where that barrier is. We all know how far we truly need to push to break through that level we have never crossed. That place we have never really gone to find the elite version of ourselves. It can be a frightening place. You can help them find that place, by helping them find their true motivation. At this point in your client's lives, they truly are actively seeking change. Life and their own approach are getting in the way. Behavior Change Specialists will refer heavily on Prochaska's *trans theoretical model of change (TTM)* and *Lazarus's multimodal screening* to help us understand why we learn, how we learn and how each individual is on a different path to change. The combination of these two methods of screening will allow you to determine a client's readiness to change, in relation to taking action on making a healthy lifestyle change, as well as determine the key influences and dimensions of the client's personality that will positively or negatively impact the client's goals and ultimately their motivation.

NASM STAGES MODEL 1



It is important to learn the *Stages of Change*- Pre contemplation (Not intending to change in the next six months)- Contemplation (Intending to change in the next six months)- Preparation (Intending to change in the next month)- Action (Just beginning to change)- Maintenance (Working in the process of change for six or more months).

It is also important to understand the acronym *BASIC ID*: Behavior, Affect, Sensation, Imagery, Cognition, Interpersonal, and Drugs/ Biology.

B: Behavior How a person acts

A: Affect How a person feels (emotion)

S: Sensation What a person physically feels (sensory)

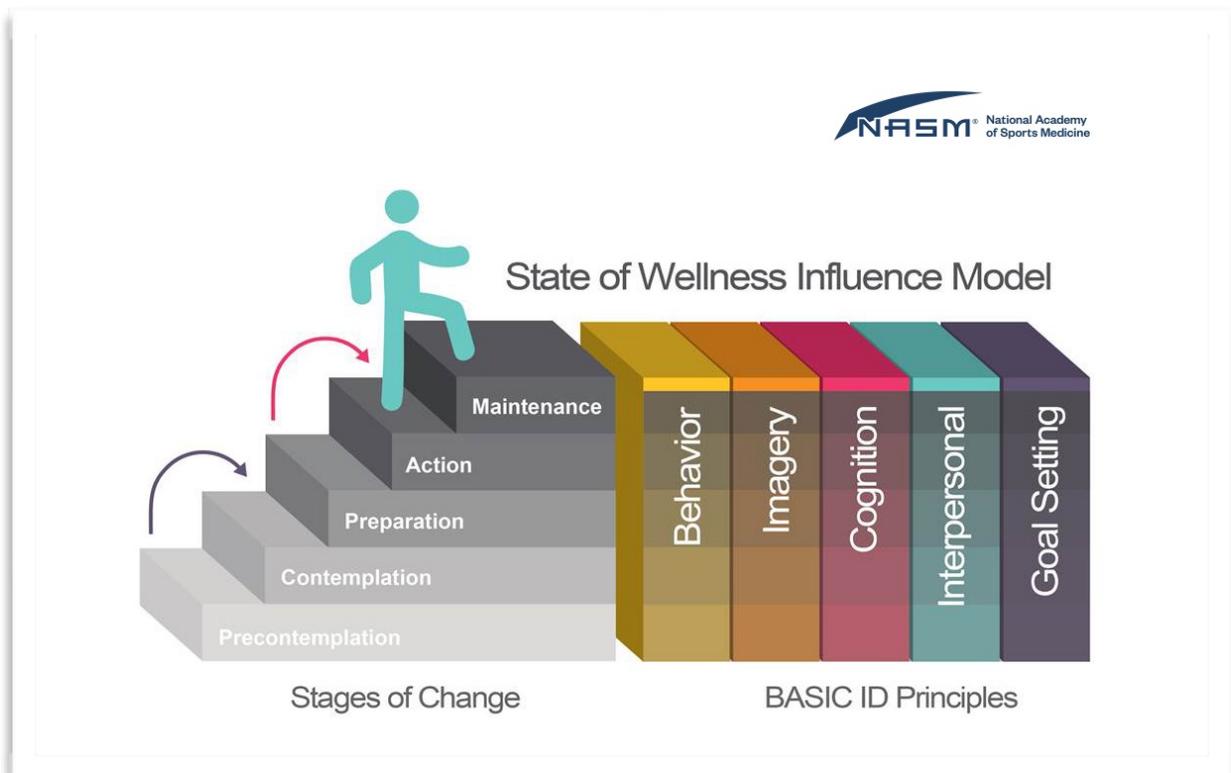
I: Imagery The images a person sees or visualizes

C: Cognition A person's thoughts or internal dialogues

I: Interpersonal Outside social influences

D: Drugs/biological Health status

*NASM STAGES MODEL 2*

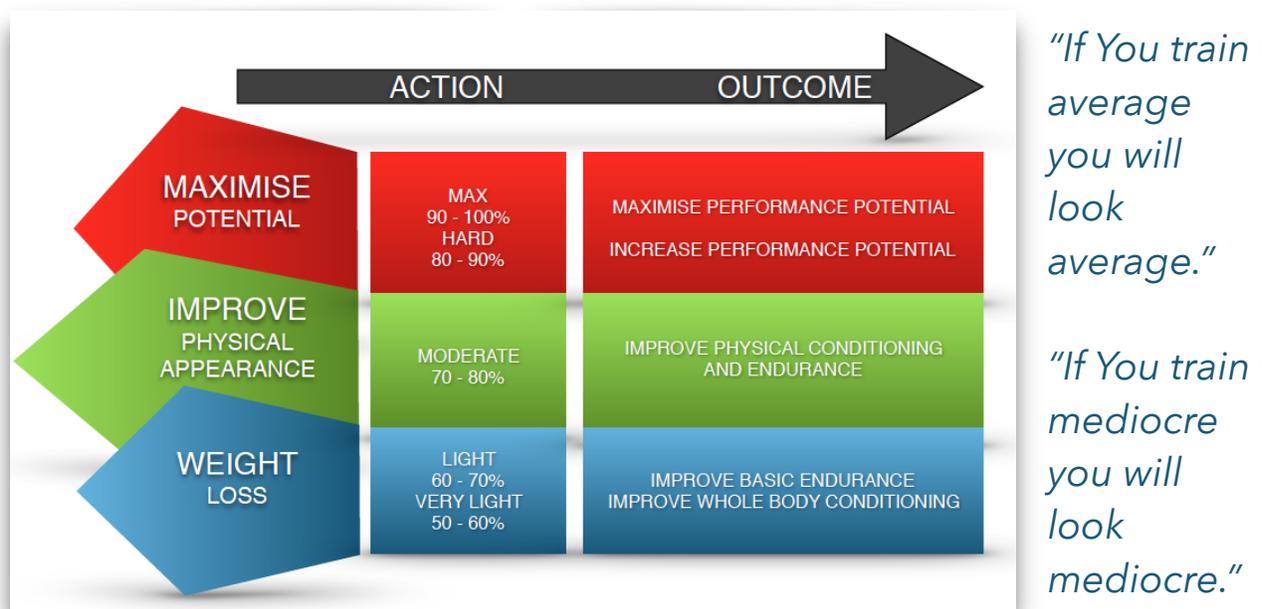


Using the OPT and the TTM with your clients, and determining where they are on both models, you will find the intersection between the client's current state relative to the Stages of Change model and the key barriers that are preventing the client from advancing to the next stage.

Understanding a client's starting level and the idea that both the OPT model and the TTM are cyclical and progressive. This means that goals will change as they are achieved (or not achieved).

Finding their discipline to get in the best shape of their lives will be the most challenging thing they have ever done physically, but it will be worth it. They will see a lasting change if they commit to you and to a better them. There is a reason the *Elite* look the way that they do. Their approach is *Elite*. Plain and simple. They look the way they do because they train on a level above and beyond. Your clients will never look the way they dream of by reading a hundred articles, setting a hundred goals, without *Action!*

MMH TABLE 29-1



*"If You train like no one has ever seen... Then you will look like no one has ever seen."*

Explain to your clients: "You will never look the way you want to look until you stand in the mirror and look at yourself and say... **Get out of the way! NO MORE EXCUSES!** Because **YOU** are the only thing standing in the way of your best self, your elite self, your **ATLAS.**"

There comes a point in life when all men need to hear "the finger in the face" truth. The truth is " You are only being dishonest with yourself. You are only doing a disservice to yourself. Put your words into action. Let your actions speak for themselves and lead to the **Best Results You Have EVER Had.** " Preach **Motivation** like oxygen! Your clients are training with you for a reason. Be their best friend! Convince them... " I believe in you! You can do it! Let yourself do it!"

Above and beyond what any genetic physical gifts can offer us, there has to be a driving force beneath the surface that is undefined. You have to find something that drives them on a deeper level. Something that taps into a place that doesn't contain a quit button. Greatness is found in this deep place. It doesn't live on the surface or the outer edge. They have to search deep within their soul, deep within the being that they are. When they find this, whatever it may be and live by it, **Nothing** can stop them.

The only way to lead others to greatness is to constantly rely on the responsibility you have been given to lead and guide. According to the International Coach Federation," the minimum standard of skill that must be demonstrated to receive a passing score for establishing trust and intimacy with the client is that the coach shows genuine concern for the client and is attuned to the client's perceptions, learning style, and personal being at a basic level."

Build your motivational relationship foundation around that statement of intimacy and trust and you will build lasting success *Together.*



## SYMMETRY & DEVELOPMENT

Go over the *FOUNDATIONAL* definition of *SYMMETRY* and *DEVELOPMENT* and why it is so vitally important for the expectation of any positive results.

Every solid physique foundation has a beginning. Our goal through hard work and discipline is to build lean muscle mass in every single muscle group for our clients.

Each muscle group must be targeted, isolated, and engaged. To build a lean symmetrical body, we must understand the vital importance of allowing the intended muscle to initiate the movement while keeping controlled tension throughout a full range of motion.

Each repetition is controlled completely without any momentum. This approach will be more challenging in the beginning but will bring much greater development and strength gains that will last. If your client has a goal to develop muscle, then we must keep the supporting muscle groups entirely out of the movement.

A perfectly developed body is measured in the symmetry and development that it holds.



## POWER

Go over the *FOUNDATIONAL* definition of *POWER* and why it is so vitally important for the expectation of any positive result.

Power comes from a mindset. Teaching your client to channel power through good form will be your weapon to maximize your client's growth and strength potential. Once they have mastered their form and are ready to engage increased resistance, the only way to challenge the expectation of growth and progress is by exercising controlled power. They will begin each set without a goal rep count in mind. Have them focus and say to them: "Channel all of your thoughts and energy into completing one rep. One rep with the most perfect form, controlling the movement with complete isolation. Use the intended muscle to initiate the movement, control the negative, and power through the rep. Then you will use the exact approach again like its the only rep you're going to perform."

Control the weight, then power through it. Don't confuse power with speed. Don't rush through the rep. The longer resistance is on the muscle, and controlled by the muscle, the greater the results will be. Slightly pause on both arcs of the movement to keep momentum from creeping in. Once your clients learn this approach with every muscle group, like it's a one rep max, you will tap into a power that will show your clients a strength that they didn't know they had. Using controlled power will bring exceptional gain. Be cautious and know without the execution of perfect form, uncontrolled power can be harmful and lead to injury.

With every set that you ever do, have them repeat... "Control the weight and Power through!"



## CONTROL

Go over the *FOUNDATIONAL* definition of *CONTROL* and why it is so vitally important for the expectation of any positive result.

Every weight your client picks up should be controlled with balance and alignment. No matter the amount of weight you choose or the exercise you perform, there should be an imaginary guide system that keeps the movement's range of motion perfectly controlled.

Your clients will maximize their power, learning to master the control of the weight that they are holding. As strength gains improve and they are truly controlling the weighted reps- they will never experience the shake, wobble, and fall. They will learn, through a solid base and foundation, to channel their energy and power through the path of resistance, driving the weight with perfectly controlled power.

As soon as they start to shuffle their feet, that wasted movement drains energy away from the power, and driving force of the intended exercise. Get a solid base and channel that energy through the movement.

No matter how much weight they ever lift, control it all the way back to its resting position. Never let them slam it, never let them drop it. This is a foundational rule, that will set an example and standard for respecting the gym, other members, and remaining injury free. Controlling the weight will allow them to control their future potential.



## DISCIPLINE

Go over the *FOUNDATIONAL* definition of *DISCIPLINE* and why it is so vitally important for the expectation of any positive result.

As you step into the gym you are literally stepping into the future of the rest of your client's lives. Always remember it begins with them. It will only last if they believe in themselves and continue to take action.

*MMH TABLE 34-1*



I like to call this disciplined approach the *Exercise Circle of Life*. There are so many benefits that circle around improvement in exercise. Your clients will find and improvement in motivation, functional capacity, quality rest, brain stimulation, endorphin release,

increased endurance, increased consistency, and increased recovery. The word discipline itself embodies the fulfillment of your client's commitment to reach a life goal. Getting into the best shape of your life begins with a passionate drive from within.

This drive has been well studied and explained by the psychologist Carl Rogers, and is most effective when the coach offers the client *“unconditional positive regard.”* This means that beyond the mutual respect and acceptance of differences required of any constructive helping relationship, coaching benefits from the positive expectation on the part of the coach, that clients have the capacity to grow and find within themselves the answers they need.

MMH TABLE 35-1



“Your client’s commitment to the consistency in their approach will be the oxygen they breathe. Without the discipline to stay committed to your client’s focus there is no path to greatness.”

The beginning stages to any new journey are always filled with twists and turns that bring our purpose and action into question.

Refer to *MMH TABLE 36-1* for the negative effects of the *No exercise circle of life*.

You will slowly remove each of these negative effects as your clients grow through the transition by being consistent with their commitment. You will help them access a mindset that failure doesn't exist. You will convince your clients to live by the approach that nothing will stand in their way to greatness. Your standard for completion will be set on a level that will soar, constantly reaching for an elite level of performance (not amount of weighted resistance lifted).

Once you create a vision that lives consistently within them, there will never be a reason for them to look down or behind, only up and forward. Nothing will stand in your client's way. The NASM Behavior Change Specialization refers to this as a form of *Operant Conditioning*. Operant Conditioning focuses on voluntary behaviors and the impact that consequences have on those behaviors. Creating good habits daily will keep the consistency in check. You will be the guide for following up on those good habits and consistency. On their weakest days, and we all will have them, determination will grab them, and the only voice they will hear will be the one you planted inside them saying "get up, get out, and get it done."



## ENDURANCE

Go over the *FOUNDATIONAL* definition of *ENDURANCE* and why it is so vitally important for the expectation of any positive result.

I've always believed that through endurance comes true strength. Incorporating a standard that every workout is a "combine simulation", you will get your clients in the best cardiovascular shape of their lives. Increasing endurance will allow you to push harder and longer, ultimately leading to more solid strength gains. As your clients step into their 40's, they aren't seeking the massive lifts they once did, so you are afforded the "luxury and pain" of shortening the rest time for them. This shorter rest forces their lungs and muscles into overtime, demanding a quicker recovery with every set. Our goal is explosive movements with a short rest cycle. Incorporating this combine "track and field style" system, you boost endurance by sustaining longer, increased heart rate, repetition workouts. You force the muscular endurance to recover faster, and over time allow them to train at a rate equivalent to doing wind sprints. This *EIT Extreme Intensity Training* also effectively turns your resistance program into a "navy seal" cardio workout. If your client's goal is to develop chiseled lean muscle, then we need to attack the training approach with the attitude of being "The First One UP And The Last One Standing!"

Our ultimate lifetime goal will be to teach healthy body, healthy heart and healthy mind.

MMH

REST  
THE TRUTH

## REST

Go over the *FOUNDATIONAL* definition of *REST* and why it is so vitally important for the expectation of any positive result.

I can't stress enough the importance of rest. Proper rest. Sleep! No more long nights. No more night owls. Sleep and rest are just as important as how we train and tear down our muscles. Without proper rest we won't get the proper amount of recovery and growth.

Rest is fuel- just as much as a perfect diet is. Without proper and adequate rest, broken down muscles are just atrophy. The heavier you train and the longer you train the more recovery time is needed to repair the broken down muscle. Good quality sleep is needed. Our bodies are designed to slow down and sleep when it gets dark and rise and begin again when it's light out.

Encourage your clients to get up early and go to be early. This will change their life just as much as any other part of this healthy lifestyle. Without proper rest they will never tap into their ultimate potential. Especially if they start to really understand and challenge their muscles in a new more effectively demanding way.

If your clients have never done this, then they will see a life changing difference immediately! It will be hard and take discipline to go to sleep at a descent early hour. But just like starting a new training program, after a couple of weeks, it will be easy and involuntary. Your client's body will crave it and need it. This new lifestyle is a balance. Every component must be present in order for success. Every component!

Lack of sleep causes causes major stress. As you get older and busier, getting enough sleep becomes a BIG issue. Although the body is resilient and can handle a lot of stress, there's one thing it can NOT cope well without... and that's sleep.

In fact, when you're sleep deprived your body becomes overwhelmed with stress hormone "cortisol", which loves to deposit fat in and around your mid section. And unfortunately, it's extremely difficult to exercise or diet your way to an eight pack mid section, if cortisol is the cause of your problem. We need to get quality sleep... plain and simple.

Have your clients improve their evening environment to maximize melatonin (sleep hormone) production that will improve the quality of sleep. Have them commit to falling asleep between 10 and 11pm. We want our Melatonin levels to peak during that small window of time, which means it's the best chance of falling asleep faster. It's also the most effective way to get into deep REM sleep faster, resulting in a much better quality of sleep. Quality of sleep is not just 7-10 hours of sleep, it's when you get those 7-10 hours that are the most important.

Our goal is to restore normal cortisol levels and start burning mid section flab once and for all. In tandem with a good diet and consistent exercise, your clients can literally release stress and burn fat in their sleep!

MMH

ACTION  
TEACH IT  
PROUDLY

## ACTION: PRIDE IN OWNERSHIP

As a personal trainer you have many responsibilities guiding the learning process for your clients. One of the greatest responsibilities you can pass on to your clients, that is too often overlooked, is the personal responsibility of treating the gym as their home. There is a constant thread that is missing in today's gym members. There is an extreme lack of respect for the way the modern day member operates. As their trainer, you are literally integrating everything your client needs to know and that should include their personal conduct in the gym.

You should go over the importance of teaching them to take action in *Pride in Ownership*. The gym is literally theirs and they are a partial owner." Owners take care of their house. They keep it clean and treat their guests well by making sure everything is in working order when they leave.

Always set an example to re-rack all weights. Every single one! Even if you found a machine pre loaded. Teach them to look at that as a gift that you didn't have to load it.

But always no matter what, if you make re-racking weights actually part of the set, almost as a cool down or stretch, it will be remembered. It will become part of their routine.

You are also setting an example for the rest of the gym. The more members that see you and your clients re-racking your weights, the more inclined they are to do it as well.

We must pass on the example that the gym must be respected and in return, that is also showing a respect for the other members.

Be sure to go over the *"Unwritten Rules of Engagement:"*

- Never stand in between benches to train.
- Never put your personal belongings on a bench and stand next to it to train with no intention of using the bench.
- Never stand right against the dumb bell rack in a crowded gym and do a set.
- If you are walking towards any destination and see another member carrying weights always let them pass first.
- If you see someone standing near your machine always explain how much rest time you need and offer them a chance to jump in for a set.
- ALWAYS put your weight back in the appropriate spot. Take the extra 5 seconds to walk three feet over and put the weights back in their corresponding place.
- The **Biggest** rule you can share is to never, and I mean never, drop and throw your weights down after you complete a set. It is dangerous and foolish. It does not add any impressive stamp of completing a heavy set because you throw it on the floor with an exclamation point. Always instruct the discipline of controlling weights: "If you are strong enough to lift it then you are strong enough to control it all the way back to its safe starting position."

Take the extra effort to do things the right way and others will see and follow. Teach your clients to respect the gym and others WILL see and follow. You are called up to be a leader in so many additional ways than just proper training techniques. Be aware of your surroundings. Be respectful of other people's space. Be courteous and give a friendly greeting to EVERYONE. Not just your clients. Everyone is a potential client. Everyone.

The gym is a shared space. It is not only intend for you and your client. If you have already set up in a certain spot and someone else needs to be in the same area, MAKE ROOM.

This is passed on through your client and they will be respectful and do the same in the future. Everything they see you do and say will stick with them in the future.

Keep conversations focused and politely suggest it to other members if you hear foul language.

Always give a respectful hint to others to re-rack their weights. Also remind them to put the weights back in the correct numbered spots.

If you make this part of your teaching techniques as common conversation it will sink in and your client will become the member that will set an example for others to learn from.

**EVERYTHING** you say and do becomes a guide. **YOU** are raising up a new generation of respectful members that will treat the gym with pride and ownership.



## RELEASE

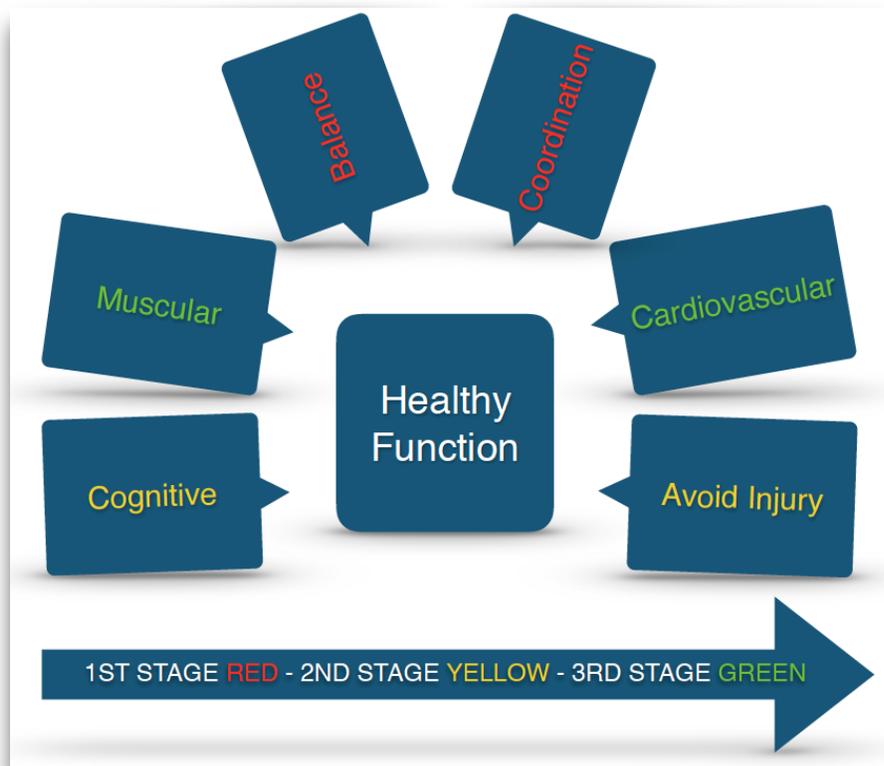
In the balance of *MIND and BODY* there has to be a natural form of release from the stress you put on both in the walk of life.

You can teach your clients everything to do right on paper, but there has to be a release for them that will keep them centered and give them the capability to carry on a consistent journey. There has to be a release in everyone's life. That can be found in many ways. Tap into their personal lives and find where that lives in them. For some it's a spiritual connection. Encourage more frequent daily meditation or prayer if that is where they find their peace. *NASM BCS* recommends that *Relaxation Training* can help reduce anxiety in many ways by which people receive instruction on how to achieve a state of release for the body and mind to feel free from tension and anxiety. If clients learn how to create that state when they want and need to experience it, they will undoubtedly feel happier and less anxious in general. Successful examples of this technique include progressive muscle relaxation (tensing and relaxing specific muscles to bring greater relaxation to each), cued relaxation (setting cues in life reminding them to breathe deeply and focus on the calm when they are cued), and deep breathing (visualize and physically allow breathing to calm you).

Just as consistency in their training program and diet will effect the results of their physical appearance, how often they are able to go into a quiet mental resting place consistently will effect the result of their mental appearance. The more stress life puts on the body the more emotional release is needed to keep a healthy centered balance.

Many of your clients may have families with children and will share with you the greatest joy they have is spending quality time with them. Encourage them to take more consistent time with their loved ones. Walk with them through adding scheduled commitments to do so. Incorporate specific interest conversations into your pre and post workout stretching to help guide their mind into a peaceful place before you begin each session and before they enter their busy day. Encourage your clients to research new and exciting ways to incorporate their loved ones into their exercise interests.

MMH TABLE 44-1



*“Healthy Function*  
Is a delicate  
process that  
must happen  
timely and  
chronologically.”

In their personal time have them engage in the idea of following the right path to success through balance and coordination, healthy positive thoughts, proper approach to remain Injury free, and striving to maintain a balance of muscular and cardiovascular health. As you keep track of their fitness and nutrition goals, make a special place to incorporate their events to release as well.

When the heart is full of love it feels safe and complete. It adds a confidence that will help motivate your clients to push towards the next set of goals. When the body is firing on all cylinders of mind, body, and spirit, there truly is nothing that human will can not accomplish.

Incorporate as much humor as you can in your sessions. Sometimes trainers are placed on a pedestal and your lives may seem too perfect and your results may seem out of reach for many.

As much as you practice *active listening* by listening attentively and focusing attention completely on your client, also share as much as you can about your own personal climb and falls along the way. This will give you a more personable leadership quality. This will speak in volumes by setting the example that if they keep getting back up, they can reach incredible goals as well.

Encourage them to improve organization in their personal lives. Becoming better organized offers a sense of control and peace of mind, and there's a number of ways you can help clients improve in this regard by asking: "If you're the kind of person who's always running around, it can help to make lists so that you remember everything. If you're the kind of person who feels edgy in your own house, tidy up." Studies have shown the mere sight of clutter can put us on edge. Have them keep track with you. Share their progress with them as you chart the weekly results.

We must incorporate the fun in life so really spend time digging into the fun they have had previously and the fun they still enjoy now. Encourage tapping into their "fountain of youth" by releasing regularly through laughter. Find a way to laugh at something every single session. Laughter is one of the biggest and most effective releases known to man.

Finally, here comes the “coup de grace” and the final severe blow to your client’s distractions - **Disconnect, Disconnect, Disconnect.**

Part of the problem with reducing stress in today’s world is that we are never truly able to shield ourselves from it by disconnecting. Do your best to make this **RULE #1** in your sessions. Having your clients turn away from the Internet and shut off cellphones, we can at least block some of the channels from which stress can reach all of us, especially them. Doing this also allows you to live in the moment with them.

This form of *Stimulus Control* will reveal itself quickly, and the concentration throughout the training session will improve at an insurmountable rate implementing the use of this “disconnect condition” to make it impossible or unfavorable for the undesirable behavior of distraction to occur.

These are all great forms of encouraging rest and more importantly accomplishing it.

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